

SWOT-Based Strategic Development of Labuhan Jukung Beach as a Leading Tourism Destination in Pesisir Barat

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Abstract

Tourism is a complex sector due to its multidimensional characteristics, encompassing physical, socio-cultural, economic, and political aspects. Moreover, tourism activities involve various related institutional sectors. This study aims to analyze the tourism development strategy at Labuhan Jukung Beach, Pesisir Barat Regency, using the SWOT analysis approach. Data were collected through interviews, observations, and questionnaires with relevant stakeholders. The results show that Labuhan Jukung Beach has several strengths, such as stunning natural scenery, large waves suitable for surfing, and fairly adequate facilities. However, weaknesses were identified in facility maintenance and the lack of variety in tourist attractions. Development opportunities include the utilization of social media for promotion and good accessibility, while threats come from competition with other tourist destinations. Based on the SWOT analysis, development strategies are recommended that include enhanced promotion, infrastructure improvement, and strengthened community participation.

Keywords: Development, Labuhan Jukung Beach, SWOT.

INTRODUCTION

Lampung Province has significant tourism potential due to its rich natural resources, cultural heritage, and strategic location; however, it is not yet included among the national Super Priority Destinations (DSP) (Iskandar, 2021). Therefore, optimal development is needed, both in terms of infrastructure and in the improvement of human resources and promotional efforts. As part of Regional Tourism Destination 2 (DPD 2), Pesisir Barat Regency holds a strategic position to support Lampung's tourism

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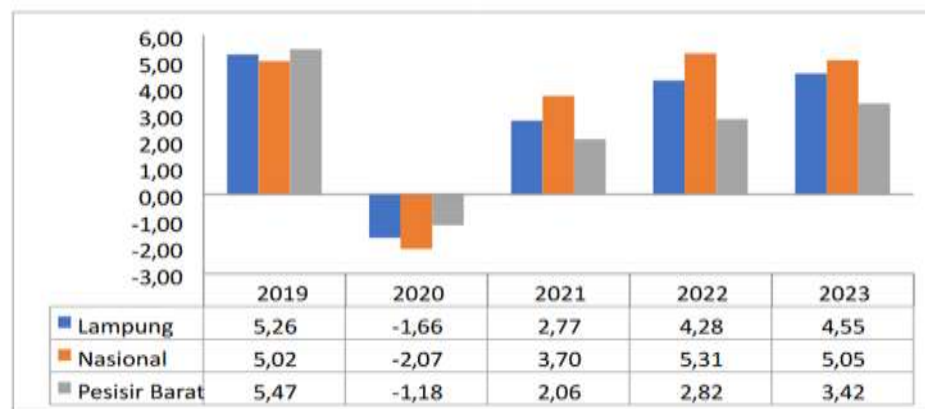
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development, especially in the post-pandemic period, in line with the positive recovery trend in the tourism sector (Safri, 2020).

Data from 2023 shows that tourism in Pesisir Barat Regency continues to grow and attract both domestic and international visitors. Although tourist visits declined significantly during the pandemic, recovery began in 2022, supported by improving conditions and international events such as the World Surfing Krui Pro QS 5000. This recovery in the tourism sector has positively contributed to the region's economic growth, which improved from a contraction of 1.18% in 2020 to a growth rate of 3.42% in 2023 (Badan Pusat Statistik Pesisir Barat, 2023).



Source : (Badan Pusat Sstatistik Kabupaten Pesisir Barat, 2024)

Picture 1. Pertumbuhan Ekonomi Kabupaten Pesisir Barat 2019-2023

During the 2019–2023 period, the Gross Regional Domestic Product (GRDP) of Pesisir Barat Regency showed positive growth, although it experienced a contraction in 2020 due to the pandemic (Pramono et al., 2017). The region's economic structure remains dominated by the agriculture, trade, and government administration sectors, with growth potential in education services and real estate. In 2023, the GRDP increased to IDR 3.33 trillion with an economic growth rate of 3.42%, driven by improved performance across nearly all sectors, particularly the "other services" category, which grew significantly due to the rise in tourism and international events such as the 2022 World Surf League Krui Pro. Leading destinations like Labuhan Jukung Beach also contributed to this growth, positioning tourism as a key driver of the region's economic development (Kemenparekraf, 2022).

The development of Labuhan Jukung Beach requires an appropriate strategy, and SWOT analysis is chosen as it effectively identifies strengths, weaknesses, opportunities, and threats comprehensively. Through this approach, researchers can formulate policy directions that support sustainable tourism development in Pesisir Barat Regency.

IMPLEMENTATION METHOD

Data Collection

This study employs a descriptive method with a qualitative approach, which is a type of research that describes the condition of an object or issue without aiming to draw general conclusions (Maezuki, 1983). The study uses both primary and secondary data sources. Primary data were obtained directly from the field through interviews, observations, and questionnaires, while secondary data were gathered from the Central Bureau of Statistics, journal publications, books, and other sources.

Data Collection Method

Population

The population refers to the area of generalization that includes objects or subjects with specific qualities and characteristics determined by the researcher to be studied and used as the basis for drawing conclusions (Sugiyono, 2016). The population in this study consists of expert judgment, referring to individuals considered competent and knowledgeable about both the internal and external conditions of Labuhan Jukung Beach.

Sample

A sample is a subset of the population that possesses certain characteristics and conditions to be studied (Riduwan, 2015). This study uses a non-probability sampling technique with purposive sampling, in which respondents are selected based on the research needs and their willingness to participate as research subjects (Cooper & Schindler, 2014). The study involves a sample of 7 respondents who are experts and well-versed in the internal and external conditions of Labuhan Jukung Beach, serving as expert judgment. The following is a list of the selected expert judgment respondents:



Table 1. Respondent Sample Distribution in the Labuhan Jukung Beach Area

No	Responden
1	Kepala Dinas Pariwisata Pesisir Barat
2	Kepala Desa
3	Ketua Pokdarwis
4	Kepala Pengelola Pantai Labuhan Jukung
5	Penjaga Locket
6	Petugas Keamanan
7	Petugas Kebersihan
8	Pedagang Sekitar Pantai Labuhan Jukung (4)
9	Pengunjung (4)

Data Quality Test**Reliability Test**

Reliability testing is essential to ensure the consistency of the measurement instrument in assessing variables. A reliable instrument produces stable and trustworthy data, enabling accurate analysis and valid conclusions. The measurement was conducted once using the Cronbach's Alpha (α) statistical test to assess reliability, with the Alpha formula as follows:

$$r_{11} = \left[\frac{K}{K-1} \right] \left[1 - \frac{\sum \sigma b^2}{\sigma 1^2} \right]$$

r_{11} : Instrument Reliability

K : Number of Items

$\sum \sigma b^2$: Item Variance Total

$\sigma 1^2$: Total Variance.

According to Sujerweni (2014), the decision rules for reliability are as follows:

- If the Cronbach's Alpha reliability value is greater than 0,6, the questionnaire items are considered reliable.
- If the Cronbach's Alpha reliability value is less than 0,6 the questionnaire items are considered not reliable.

Data Validity Check

Credibility testing is used to ensure the validity of the data by demonstrating that the research findings align with actual conditions, thereby increasing confidence in the research results. The methods used in this study to verify data validity include:



a. Prolonged Engagement

Prolonged engagement means that the researcher remains at the research location until data saturation is reached (Moleong, 2002).

b. Triangulation

Triangulation is a technique used to verify the validity of data by comparing the primary data with other sources as references or comparisons (Moleong, 2002).

Data Analysis**1. Identification of Internal and External Factors**

The researcher first conducted observations and interviews with informants who have an understanding of the conditions of the tourist attraction. This step aims to identify internal and external factors that have either a positive or negative impact on the development of tourism at the site (Fahmi, 2013).

2. IFAS Matrix and EFAS Matrix Analysis

The IFAS (Internal Factor Analysis Strategy) matrix is used to analyze internal factors such as the strengths and weaknesses of the tourist attraction. Meanwhile, the EFAS (External Factor Analysis Strategy) matrix serves to analyze external factors, namely the opportunities and threats faced (Rangkuti, 2017).

3. SWOT Matrix Analysis**Table 2. IFAS Matrix and EFAS Matrix Analysis**

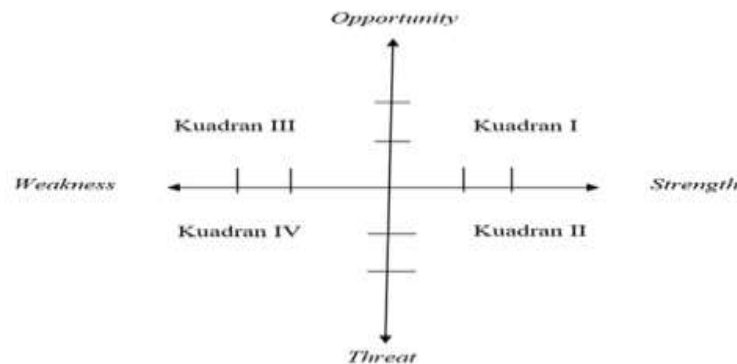
IFAS EFAS	(Strengths-S)	(Weakness-W)
(Opportunity-O)	(Strategy SO) A strategy that maximizes strengths to take advantage of available opportunities.	(Strategy WO) A strategy that minimizes weaknesses to take advantage of opportunities.
(Threats-T)	(Strategy ST) A strategy that maximizes strengths to overcome threats.	(Strategy WT) A strategy that minimizes weaknesses to overcome threats.

Source : (David, 2016)



Strategy SO (Strength-Opportunity) strategy utilizes internal strengths to seize external opportunities. The WO (Weakness-Opportunity) strategy focuses on reducing internal weaknesses while taking advantage of opportunities. Through strategy ST (Strength-Threat) strategy, threats are countered using internal strengths. Strategy WT (Weakness-Threat) strategy aims to minimize internal weaknesses and avoid external threats.

4. SWOT Quadrant Analysis



Source : (Salusu 2000)

Picture 2. Kuadran SWOT

Explanation:

1. Quadrant I Progressive Strategy (S-O Strategy) allows using strengths to take advantage of opportunities.
2. Quadrant II Diversification Strategy (W-O Strategy) encourages focusing on developing advantages from opportunities to overcome weaknesses.
3. Quadrant III Turnaround Strategy (W-T Strategy) helps minimize weaknesses to face threats.
4. Quadrant IV Defensive Strategy (S-T Strategy) uses strengths to overcome threats.

DISCUSSION

Reliability Test

Table 3. Table Reliability Test

Cronbach's Alpha	N of Items
.686	27

Source : Research Results, 2025



If the value of the variable is greater than 0.60, the questionnaire is considered reliable; if it is lower, the variable being studied cannot be considered reliable. It can be seen that the Cronbach's Alpha value for this variable is higher than the threshold value, namely $0.686 > 0.60$, which confirms that the reliability test results for the statements in the questionnaire can be considered reliable.

Table 4. Identification of Internal and External Factors of Labuhan Jukung Beach for Marine Tourism Development

Internal Factor	Eksternal Factor
<i>Strength</i>	<i>Opportunity</i>
a. The beach is equipped with large and uniquely designed gazebos that serve as comfortable resting spots for visitors. b. It features a wide stretch of pristine white sand that enhances the overall visual appeal of the coastal area. c. The site offers a variety of photo spots, making it attractive for tourists seeking memorable and scenic photographs. d. The presence of large waves makes the beach ideal for surfing and other water sport activities. e. Labuhan Jukung Beach boasts breathtaking and picturesque natural scenery, contributing to its charm as a marine tourism destination. f. The entrance fee is affordable and accessible to a wide range of visitors, adding to its appeal. g. The beach provides a spacious and well-organized parking area,	a. Labuhan Jukung Beach tourism attracts both domestic and international tourists. b. It creates employment opportunities for the surrounding community. c. The location is accessible by both land and air transportation. d. It encourages active participation of the local community in the development of the tourist attraction. e. Social media is utilized for marketing the tourism destination. f. The beach is relatively close to the city center, with a travel time of approximately 25 minutes. g. The road conditions are relatively good and easily accessible by vehicles. h. It contributes to increasing the Local Own-Source Revenue (PAD) of West Pesisir Regency.



accommodating a high volume of vehicles. h. There are already restaurants, cafés, and accommodations available near the beach, supporting the needs of tourists during their stay.	
Weakness a. Lack of maintenance of facilities at the tourist site, such as rinse rooms and recreational equipment b. Slow development of infrastructure and tourist attractions at the site c. The presence of significant amounts of litter around the beach area d. Limited number of tourist attractions and activities offered e. The roads within the tourist area have not yet been paved with concrete blocks (paving blocks)	Threat a. Lack of supporting facilities around the tourist site, such as healthcare services, communication infrastructure, and public amenities b. Absence of public transportation to the tourist location c. High level of competition from other tourist destinations d. Inadequate street lighting around the access roads to the tourist site e. Natural disasters (such as tsunamis, earthquakes, etc.) and climate change.

Source : Research Results, 2025

a. IFE Matrix of Labuhan Jukung Beach

Table 5. IFE Matrix (Internal Factor Evaluation) of Labuhan Jukung Beach

Internal Strategic Factors	Weight	Rating	Score
Strenth			
Has large and uniquely designed huts/gazebos	0.07	4.4	0.31
Has a beautiful stretch of white sand	0.07	4.8	0.33
Offers a variety of photo spots	0.06	4.5	0.27
Has large waves suitable for surfing	0.07	3.9	0.27
Features stunning and breathtaking natural scenery	0.06	4.6	0.27



Offers affordable and accessible entrance tickets	0.05	4.5	0.22
Has a spacious and adequate parking area	0.07	4.3	0.30
Restaurants, cafés, and accommodations are already available around the beach	0.06	4.4	0.31
Total Strength Score	0.51		2.28
Weakness			
Lack of maintenance of facilities at the tourist site, such as rinse rooms and recreational equipment	0.1	3	0.3
Slow development of infrastructure and tourist attractions at the site	0.1	2.5	0.25
Presence of a large amount of litter around the beach	0.1	1.6	0.16
Limited number of tourist attractions offered	0.09	2.3	0.2
Roads within the tourist area have not yet been paved with concrete blocks	0.1	2.1	0.21
Total Weakness Score	0.49		1.12
Total Strength + Weakness	1		3.4

Source : Research Results, 2025

b. EFE Matrix of Labuhan Jukung Beach

Table 6. EFE Matrix (Eksternal Factor Evaluation) of Labuhan Jukung Beach

Eksternal Strategy Factor	Weight	Rating	Score
<i>Opportunity</i>			
Labuhan Jukung tourism attracts both domestic and international tourists	0.07	4.3	0.30
Creates job opportunities for the surrounding community	0.06	4.2	0.25
Accessible by both land and air transportation	0.06	4.8	0.29
Encourages active participation of local communities in tourism development	0.06	4.2	0.25

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Utilizes social media for tourism marketing	0.07	4.6	0.32
Relatively short distance from the city center (25 minutes)	0.07	4.5	0.31
Roads are in relatively good condition and easily accessible by vehicles	0.07	4.4	0.30
Increases the Local Own-Source Revenue (PAD) of West Pesisir Regency	0.07	4.2	0.29
Total Opportunity Score	0.53		2.31
Threats			
Lack of supporting facilities around the tourist site, such as healthcare services, communication infrastructure, and public amenities	0.09	2.7	0.24
Absence of public transportation to the tourist location	0.1	2.1	0.21
High level of competition from other tourist destinations	0.09	2.2	0.19
Inadequate street lighting around the access roads to the tourist site	0.09	2.4	0.20
Natural disasters (such as tsunamis, earthquakes, etc.) and climate change	0.1	2.3	0.23
Total Threats Score	0.47		1.07
Total Opportunity + Threats	1		3.38

Source : Research Results, 2025

Based on the results of the EFE Matrix analysis, it can be concluded that Labuhan Jukung Beach holds a strong external position with significant opportunity potential, particularly through the utilization of social media as an effective marketing tool. However, the major threat lies in the intense competition from other nearby tourist destinations, which poses a serious challenge. Therefore, an appropriate development strategy is needed, such as enhancing tourist attractions and improving supporting facilities, so that Labuhan Jukung Beach can remain competitive and sustain its appeal amidst tight competition.



c. SWOT Quadrant (Strength, Weakness, Opportunity, Threat)

The following is the SWOT quadrant data that identifies the position of Labuhan Jukung Beach within the four quadrants.

SWOT Quadrant of Labuhan Jukung Beach

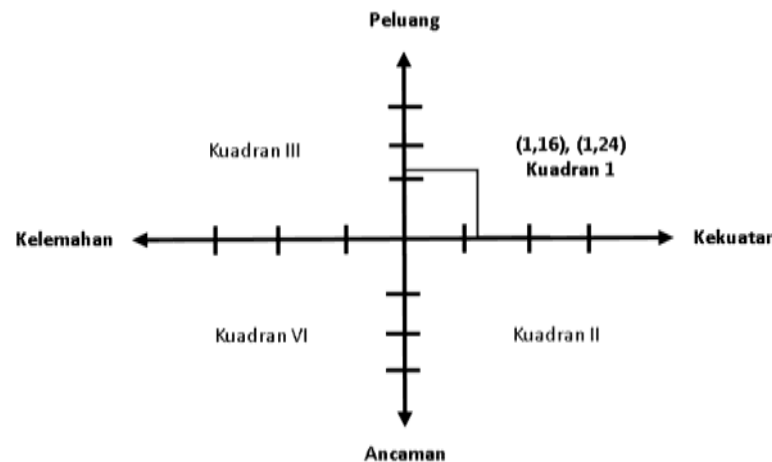
$$X = \text{Total Strength Score (S)} - \text{Total Weakness Score (W)}$$

$$Y = \text{Total Opportunity Score (O)} - \text{Total Threat Score (T)}$$

Where:

$$X = 2,28 - 1,12 = 1,16$$

$$Y = 2,31 - 1,07 = 1,24$$



Source : Research Results, 2025

Picture 3. SWOT Quadrant of Labuhan Jukung Beach

Where:

1. **Quadrant I – Progressive Strategy (S-O Strategy):** Enables the use of strengths to take advantage of opportunities.
2. **Quadrant II – Diversification Strategy (W-O Strategy):** Encourages focusing on developing advantages from opportunities to overcome weaknesses.
3. **Quadrant III – Turnaround Strategy (W-T Strategy):** Helps minimize weaknesses to address threats.
4. **Quadrant IV – Defensive Strategy (S-T Strategy):** Utilizes strengths to overcome threats.

Based on the results of the SWOT quadrant analysis, it can be concluded that Labuhan Jukung Beach is positioned in Quadrant I, which represents a Progressive Strategy. This position indicates that Labuhan Jukung Beach possesses significant strengths and opportunities. In other words, the beach is in a highly favorable condition for continued optimal development as a leading tourist destination in West Pesisir Regency. The Progressive Strategy quadrant applies the **SO (Strength-Opportunity)** strategy to Labuhan Jukung Beach. Therefore, appropriate development policies include:

1. **Improving tourism support facilities** to enhance attractiveness and visitor comfort through the development of adequate infrastructure. This includes the construction of playgrounds, rest areas, proper public toilets, and improvements to road access leading to the beach to facilitate tourist mobility.
2. **Continuously innovating in tourism management and attraction development**, through product diversification, digital promotion approaches, and strengthening local identity as a key selling point. This is especially important in response to the growing number of nearby tourist destinations that pose competitive challenges.
3. **Developing Labuhan Jukung Beach through a phased strategy** based on priority scale, by considering both its competitive and comparative advantages. This process must align with regional development policies, taking into account the availability of resources—including budget and workforce—while ensuring environmental sustainability and preserving local culture.
4. **Maximizing the natural potential as a tourism attraction** through environmentally friendly and aesthetically pleasing area planning, packaged into tourism products to improve competitiveness and attract more visitors.

CONCLUSION

Based on the research results, it can be concluded that Labuhan Jukung Beach has significant potential to be developed as part of efforts to increase its contribution to regional income through the tourism sector. The level of revenue generated from the management of Labuhan Jukung Beach highly depends on the number of tourist visits. The higher the number of visits, the greater the revenue earned. Conversely, the number of visitors is strongly influenced by the effectiveness of management and the promotional strategies applied. Therefore, the management is required to design and package the tourist destination in an attractive and professional manner to enhance its marketability and competitiveness with other tourist attractions.



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